Brainstorm Ideas for Point Ty Feb. 10-16

• We could discontinue the magazine. Ask Eric Utne to take over our subscriptions till they expire--cut some kind of a deal with him.

• Keep our network of editors to do Whole Earth Guides, Catalogs, Perennial Catalog, books.

• We could merge or co-publish with another organization, like: In Context magazine, Institute for Local Self-Reliance, Rocky Mountain Institute, Ecological Design Society, International Forum on Globalization.

-This could bring together a coalition team with the skills we lack, marketer, publisher, development, etc. and expand our readership with their lists.

• Bring on new Board members immediately to help us make these decisions. Eg. Marty Krasney, Malcolm Margolin, Roger Millikan, Marc Lesser.

• Continue WER but save printing costs by going entirely on-line.

• Give subscribers the option of an on-line WER, or going to Utne, or both.

• Do what Malcolm Margolin, aim at being a small compact business, without growth:

-by going to internet partway or 100%
-by raising the price radically, losing some subscribers but keeping the core.
-by a combination of these or other income and expense moves.

• Reduce to two issues a year and have them be theme issues, for the same price or somewhat higher.

-this would save paper and staff time
-this would address the problem of WER-produced info-glut.
-this would keep the WER ingredient in people's lives.

• Merge our list with another, similar too-lightly-subscribed journal like In Context and alternate quarterly fulfillment.

• Go out to corporations to be "sponsors".

• Put on the inside cover or cover what it really costs to run this magazine and tell people that if they want it they have to make up the difference.

• Focus on our real vision and mission: Theme issues that are thorough-going and rich, that deal with real issues of our time, the best thinking and tools for action and access to groups and organizations.

-There could be dialogs:

--the best thinkers on each side of a issue, really engaging each other

--We could have an invited seminar around the issues,, with audience, visuals, etc. Then publish the best, an enduring document.

-Like a Whole Earth Handbook every six months.

-This would follow the maxim, "do less, better."

• Ask our readers what themes, issues, topics they most want in-depth access to.

• Go out to Foundations to get full funding for the Handbooks, Guides.

• Some questions:

-If we did that would we be able to distribute through newstands? would the issue look stale sitting there for 6 months?

-would it be really cheaper? could people work out of homes, or a cheaper office? would it save $20,000 a month?

-would we be able to distribute it to a wider audience, e.g., environmental groups, special interest organizations, specialized foundations, etc.

-would it solve the problem of too much reading matter, and thus give people something they yearn for?